

For Immediate Release

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The 2014 Inaugural Lake Series is a result of perfect timing and community collaboration

(Excelsior, MN) An unusual partnership forms, and the 2014 Lake Series is born! The Excelsior-Lake Minnetonka Chamber of Commerce has partnered with Gopher State Events, a local Chamber member and timing company, to launch the Lake Series. This series will include two fairly new races, the Jake O'Connor's Luck o' the Lake 5K Fun Run and the Park Nicollet Apple of the Lake 5K Fun Run, and our beloved Firecracker Race on the 4th of July, which will include a 1 mile, a 5K and a 10K this year! There is no fee to sign up for the series, and each runner who finishes all three races in the 5K or 10K category, will receive a commemorative medal. The Lake Series gives runners a chance to experience a variety of races around the picturesque Lake Minnetonka area. All profits help to support the programming efforts of the Excelsior-Lake Minnetonka Chamber of Commerce, a Non-Profit 501c6.

Chad Babcock, the Past President of the Chamber and founding committee member of the Jake O'Connor's Luck o' the Lake says, "adding a series element helps to elevate an already excellent set of races. Loyal runners in the area will have another reason to join together and enjoy the views of the lake and the incredible trails in the area. Not to mention, the series adds an extra element of competition and ties the cause of the races together!"

The 2014 Lake Series includes:

- 1) Saturday, March 15: The Jake O'Connor's Luck o' the Lake 5K, 9:30 AM. Begins at the Excelsior Brewing Company, ends at Jake O'Connor's Public House. Register at www.tinyurl.com/luckothelake
- 2) Friday, July 4: The Firecracker Runs, 5K and 10K, 8:30 AM. Begins at Excelsior Elementary School, ends at the Commons Park on Lake Minnetonka. Register at www.Minnetonkacommunityed.org
- 3) Saturday, September 20: The Park Nicollet Apple of the Lake 5K, 8:30 AM. Begins on Water Street in downtown Excelsior, ends at the Southwest LRT Trail on Water Street. Register at www.tinyurl.com/parknicolletappleofthelake

For more information on the series, please contact Kathleen Hollahan at Kdhollahan@gopherstateevents.com